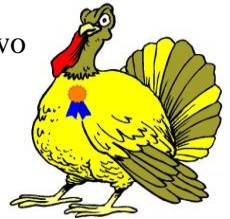
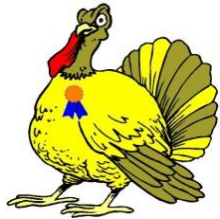


New Regulations Will End Food Choices for Children

September 2011

The RSC Golden Turkey award highlights absurd and ridiculous – yet obscure – government regulations. These bureaucratic rules hit the American people as a one -two punch. First you pay to enforce them, and then your consumer choices are curtailed.

IN THIS MONTH'S EDITION: Federal agencies are proposing to ban advertising of almost all types of food that don't meet certain standards to children and adolescents.



In the 2009 Omnibus Appropriations Act, a “Interagency Working Group” (IWG) comprised of The Federal Trade Commission, Food & Drug Administration, Department of Agriculture, and the Centers for Disease Control was formed to study childhood obesity and “develop recommendations for standards for the marketing of food when such marketing targets children who are 17 years old or younger or when such food represents a significant component of the diets of children.”

Under the Proposed Nutrition Principles, the “proposed recommendations are designed to encourage children... to choose foods that make a meaningful contribution to a healthful diet.” According to the [IWG Report](#), any food that is advertised must have less than one gram of saturated fat, no Trans fat, less than 13 grams of sugar, and less than 210 milligrams of sodium. Yet according to the [Association of National Advertisers](#), 88 of the 100 most commonly consumed food products would not meet the new standards. Many of the hundreds of food recipes for kids and teens on the [USDA website](#) would not even meet the guidelines.

The new rules could ensure the end of advertising partnerships that exist between companies and charities to promote healthy eating. The days of seeing Tony the Tiger promote the importance of fiber and exercise could come to an end. Even more troubling is the fact that the federal government is hiding behind the label of “voluntary” guidelines. A study conducted by IHS Global insights predicts a reduction of 20% in food and beverage advertising expenditures that could affect over 74,000 jobs in just one year. The advertising restrictions cover the hundreds of different ways to market products to children which will negatively impact children programming companies who benefit from the advertising contracts.

These new regulations are a backdoor effort for more government control over what companies can and cannot produce. Rather than allowing the marketplace to decide what products should be offered by private companies, the federal government has stepped in to limit consumer choice, impede parental discretion, and restrict what can and cannot be advertised to the public.

This month's RSC Golden Turkey Award goes to the Federal Trade Commission for their recent proposal. In response to the Commission's actions, Rep. Paulsen is sending a letter to the Commission asking for this proposal to be withdrawn. All RSC Members are encouraged to cosign this letter by contacting Noah Jacobson at Noah.Jacobson@mail.house.gov.

RSC Staff Contact: Curtis Rhyne, Curtis.Rhyne@mail.house.gov, (202) 226-9717

For more information about the RSC Golden Turkey Award, visit the us at:

<http://RSC.Jordan.House.Gov/GoldenTurkey>